

DATE: August 31, 1993  
TO: Roy Whalen  
FROM: Nidhi Gangwar  
Lisa Bautista  
CC: Trish Alleyne-Chin  
Bernie Ryan  
SUBJECT: Data Requirements for Forecasting Response Rates of Fulfillment Programs

This memo outlines the data that we would need to provide forecasts for new and continuing programs.

A. New Programs: Programs that are not part of a continuing program and therefore have no historical fulfillment data.

- 1) Brand
- 2) Method-i.e., direct mail, retail, etc.
- 3) Premiums Offered
- 4) Program Requirements:
  - #UPCs required for each premium
  - whether UPC required is for pack, carton, or pack/carton
  - cash or postage & handling requirements, if any
- 5) Circulation
- 6) Duration of Program/Date Program Starts & Ends

B. Continuing Programs: Programs that are part of a continuing program (e.g., Marlboro Adventure Team 1 /2 /3) and have complete or some data/fulfillment history.

- 1) Brand
- 2) Method-i.e., direct mail, retail, etc.
- 3) Premiums Offered
- 4) Program Requirements:
  - #UPCs required for each premium
  - whether UPC required is for pack, carton, or pack/carton
  - cash or postage & handling requirements, if any
- 5) Circulation
- 6) Duration of Program/Date Program Starts & Ends
- 7) Fulfillment History over Time (by method where possible):
  - Mail Receipts
  - Orders Processed
  - Items Ordered by Premium Type
- 8) Any other information/insights pertinent to the program, e.g., if program is going to be continued beyond expiration, items offered are seasonal/highly popular, etc.

Please call me or Lisa Bautista if you have any questions.

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